2041961077

Subject: RE: Parliament Metro Pack Buydown
To: Moore, Edna
Cc: Murphy, Virginia

Edna: I am sorry I could not drop everythin before when you were on this floor. I truly had just gotten into the office after waiting futilely for a service technician at home who was "guaranteed" to be there between 8am and noon. Needless to say, having been stood up by NYNEX, I was in none too good a mood when I got here.

I think I know which promotion you are referring to but I was told that it was a promotion to sell Parliament at $1 a pack at bar nights, not to buy it down by $1 a pack. I shared my concerns on the former aspect with both Kathy and Ginny. I will be unvailable both Wednesday and Thursday due to RVP meetings and am a little flexible on Friday.

From: Moore, Edna on Tue, Apr 16, 1996 4:36 PM
Subject: Parliament Metro Pack Buydown
To: Medina, Maria; Robinson, Yvette
Cc: Belmore, Charlie(GMRA); Broeman, Ina; Gilbert, Jacquie; Mulligan, Kathleen; Murphy, Virginia; Petty, Caroline(GMRA); Rafferty, Shelby; Steen, Lauren E.

I spoke with Ginny today (Tues., 4/16) concerning the Parliament Menthol Lights Launch Program elements memo for Boston, New York and Philadelphia. As you know, this memo has not gone out for a May 8 program because of legal issues. Although we were able to move forward with the $1.00 per pack buy down last year in these markets, Ginny felt that we needed to reassess the pricing legalities again this year due to the ever changing environment. Because Jacquie Gilbert is responsible for working with Trade Marketing on pricing issues, Ginny has asked Kathleen Mulligan to schedule a meeting between Brand, Legal (including Jacquie) and Trade Marketing to discuss and resolve this issue.

I am hoping that this meeting can be scheduled for this week because GMR Marketing needs answers before they can move forward with purchase of product.

Yvette, Maria, even though Legal is taking lead with Brand on this issue, I'd like for both of you to be involved, as this will be part of your oversall supervision with our agency.

Kathleen: I'm in the office tomorrow and out on Thurs. and Fri. Yvette is also out this week. However, Maria is in office balance of week. Therefore, one of us should be included in your meeting. It could be beneficial if you could have Caroline Petty and Charlie Belmore from GMR Marketing on conference call while discussing this issue. This way, everyone will walk away with the same message.

Thanks, everyone. I know how busy everyone is, however, we just need to resolve this issue in order to move forward and meet our May 8 progam start date.

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Source: https://www.industrydocuments.ucsf.edu/docs/rffh0005